



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	May 7, 2024
ITEM TITLE:	Consider and take appropriate action on digital marketing campaign with Marketing Alliance.
STAFF INITIATOR:	EDC Director-Danielle Sweat

BACKGROUND:

The EDC hired Marketing Alliance to put together a website for the EDC. The website is in its final stages of development, so now we are looking at marketing beyond. We have been using Purpose Marketing for our local marketing efforts, which have been mostly focused on quality of life. Marketing Alliance would start with a "Phase 1" for 6 months to let the region and beyond know of our work, value, and opportunities. A Phase 2 campaign would take us into more digital marketing placements in industry publication sites and direct outreach to companies, but we believe that should be in 2025. This would come out of our marketing budget. I have attached a report that shows what we have spent this year out of that specific budget.

EXHIBITS:

Marketing Alliance marketing proposal.

COUNCIL ACTION/STAFF RECOMMENDATION: